



Pressmeddelande

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Mattias Johansson to become new CEO of Bravida

The Board of Directors of Bravida has appointed Mattias Johansson, currently division manager of Bravida Norway, as new CEO and Group President starting January 1, 2015. Staffan Pålsson retires as CEO after 30 years with Bravida.

Mattias Johansson will remain in his current position until January 1, 2015, when he will succeed Staffan Pålsson as CEO. Staffan Pålsson continues as Senior Vice President and will support the organisation on key strategic initiatives and in the future also join the Board of Directors.

– Mattias Johansson combines long experience and proven results in Bravida with significant energy and vision for the future and is therefore an excellent choice for the CEO transition in Bravida. In combination with the new CFO and the experienced existing management team, we are in an excellent position to continue to strengthen Bravida's leading market position and grow the business further, organically and through M&A, says Michael Siefke, Chairman of the Board of Bravida.

Mattias Johansson has been with Bravida since 1998, and has held his current position as division manager of Bravida Norway since January 2013. Together with the team in Norway, he has significantly increased sales and profitability and successfully managed the acquisition of Otera Elektro, a company with a turnover of NOK 400 million.

– I look forward to taking on the role as CEO in January, says Mattias Johansson. Under Staffan Pålsson's leadership, Bravida has further established itself as the Scandinavian market leader with solid profitability. Together with the Bravida management team I will continue to strengthen the company and work towards making Bravida the first choice for clients and employees. I look forward to continuing to expand Bravida's reach through further investments in areas like M&A, our service offering and operational excellence.

– Staffan Pålsson has been with Bravida for more than 30 years and played a key role in every aspect of the company's development. As part of this natural succession process, we are grateful that Staffan will continue to support and contribute to Bravida. I want to thank Staffan for his great leadership of Bravida which has developed Bravida into the clear Scandinavian market leader, says Michael Siefke.

– Now that I retire, I am pleased to hand over the CEO role to Mattias Johansson, says Staffan Pålsson, CEO and Group President of Bravida. With more than 15 years in different roles in Bravida he knows the company very well, and has shown strong capabilities in growing the business in his current role. I look forward to seeing him take the company onwards.



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